



## The Strongest of Selling Forces Is the Merit of the Product—But

**T**HE concern that neglects national advertising will be passed by the concern which equals it as to product and selling methods and which adds this additional force.

The strongest of selling forces is the merit of the product. But this force is almost useless until it is made active by two other forces: One is the efficient selling organization; the other national advertising. Without right selling methods the best product will only reach a limited market. Without national advertising right selling methods can never be given the fullest operation. Advertising paves the way for selling just as selling paves the way for the product.

War helped to prepare the Philadelphia manufacturer for the strong competition peace

is now developing. War introduced better standardization of products and inaugurated new manufacturing and selling methods. Equally important are the changes which are occurring in the personnel of many companies. Young men are returning from war to work with the determination to put bigger and broader service into their jobs and to help build stronger organizations.

These changes are giving Philadelphia manufacturers a great opportunity to improve their selling methods and to make the most of national advertising. Their future growth depends upon the extent to which they employ this opportunity. Will Philadelphia producers meet competition with its own force—national advertising?

## The Curtis Publishing Company

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman

*The industrial reputation of PHILADELPHIA is the sum-total of the reputations of its individual manufacturers*